

## **DETAILED ACTION**

### ***Response to Arguments***

1. Applicant's arguments regarding claims 21 and 29 have been considered but are moot in view of the new ground(s) of rejection.

2. Applicant's arguments directed to the combination of Bar-el and Srinivasan have been fully considered but they are not persuasive.

Applicant argues that Bar-el only discloses where the personalization system is inside a video server, and thus does not teach the transmitting of various information via a network as claimed.

In response, it is noted that Bar-el explicitly discloses where the personalization system can be placed within the user's terminal and not kept in the video server (see Fig. 6 and 7; pages 17-18). This allows the system to send the video together with the ads to the user to be combined at the user location or to transmit the video and ads separately (pages 17-18). Therefore, applicant's arguments are not convincing.

Applicant argues that nothing in Srinivasan shows, teaches or suggests the different modes of distribution of the image content and advertisement inserting condition to the various apparatuses as claimed.

In response, it is noted that Srinivasan does disclose multiple modes of distribution.

The video and ads can be combined at the video servers and transmitted to the receiver in real time (paragraph 204), the video can be transmitted in real-time with markers indicating where ads are to be inserted (paragraph 205-206). The receiver would then request the ads from the ad server and insert them during playback (paragraph 205-206). Finally, the video content can be fully downloaded and stored prior to playback (paragraph 216).

Additionally, Srinivasan discloses where the ad server and the video server may be separate servers communicating with one another and the viewer via the Internet (paragraph 204-206).

Therefore, applicant's arguments are not convincing, as the combination of Bar-el and Srinivasan clearly disclose the claimed modes of distribution and network transmissions of information.

### ***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1-16, 18-22, 28-30 and 32-37 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bar-el (WO 99/26415 A1) (of record) in view of Srinivasan et al. (Srinivasan) (US 2001/0023436 A1) (of record) and Zigmond.

As to claims 1 and 10, Bar-el discloses an image content providing method of providing an image content via a network from an image content providing apparatus to an image content reproducing apparatus (page 7, lines 2-19), said image content providing method comprising the steps of:

requesting, via the stream distribution, distribution of said image content, said request sent from said image content reproducing apparatus to said image content providing apparatus (page 7, lines 20-22);

transmitting, via the network by one of stream distribution, download distribution and package distribution, said image content to said image content reproducing apparatus (Fig. 1; page 8, lines 4-18),

wherein, when said image content is transmitted via stream distribution, during transmission detecting the position of inserting the advertisement image in said image content at said image content providing apparatus (page 14, line 14-page 15, line 5);

requesting the advertisement image providing apparatus having said advertisement image to distribute said advertisement image to said image content providing apparatus (page 12, lines 3-9 and page 14, line 22-page 15, line 5) and sending the advertisement inserting condition to the advertising image providing apparatus (page 14, line 14-page 15, line 5);

selecting said advertisement image to be inserted into said image content based on at least the advertisement inserting condition (page 11, line 14-page 14, line 21) and transmitting thereof said advertisement image selected by stream distribution to said

image content providing apparatus at said advertisement image providing apparatus (page 12, lines 3-9 and page 14, line 22-page 15, line 5);

inserting said advertisement image transmitted to said image content providing apparatus at the position of inserting said advertisement image in said image content at said image content providing apparatus (page 14, line 24-page 16, line 21);

distributing, via stream distribution the inserted advertisement image from said image content providing apparatus to said image content reproducing apparatus (Fig. 1-2; page 7, line 11-page 8, line 18).

While Bar-el discloses transmitting an advertising inserting condition to said image content reproducing apparatus (Fig. 6-7; page 17-18), detecting a position of inserting an advertisement image in said image content reproducing apparatus (Fig. 6-7; page 17-18), and selecting said advertisement image to be inserted into said image content based on at least an advertisement inserting condition (page 11, line 14-page 14, line 21), inserting said advertisement image transmitted to said image content reproducing apparatus at the position of inserting said advertisement image in said image content at said image reproducing apparatus (page 14, line 24-page 16, line 21 and page 17-18), and display thereof (Fig. 6-7), he fails to specifically disclose transmitting said image content via download distribution, when transmitting via download distribution, requesting an advertisement image providing apparatus, having said advertisement image, to distribute said advertisement image to said image content reproducing apparatus and sending said advertisement inserting condition to said advertisement image providing apparatus by said image content reproducing apparatus,

transmitting said advertisement image selected by stream distribution via the network to said image content producing apparatus, selecting said advertisement image to be inserted based upon a maximum number of distribution times and for stream distribution, restarting stream distribution of said image content from said image content providing apparatus to said image content reproducing apparatus when the distribution of the advertisement image finishes.

In an analogous art, Srinivasan discloses a VOD system (paragraph 202) where a user will request a video (paragraph 202) and the system will transmit the content via download distribution (paragraph 236) request an advertisement image providing apparatus, having said advertisement image, to distribute said advertisement image to said image content reproducing apparatus (paragraph 205-206), send said advertisement inserting condition to said advertisement image providing apparatus by said image content reproducing apparatus (paragraph 205-206), transmit said advertisement image selected by stream distribution via the network to said image content producing apparatus (paragraph 205-206) and for stream distribution, restarting stream distribution of said image content from said image content providing apparatus to said image content reproducing apparatus when the distribution of the advertisement image finishes (paragraph 202-204) for the typical benefit of providing traditional advertisement slots for broadcast commercials within a requested video stream (paragraphs 198-202 and paragraph 44 and 85) while providing the viewer with more options and flexibility on how to receive and view their desired content (paragraph 236).

Additionally, in an analogous art, Zigmond discloses a system for providing content and advertisements (column 4, lines 15-24) which utilizes advertisements which are provided to viewers up to a maximum number of times (column 13, lines 40-47) for the typical benefit of preventing viewers from being frustrated through excessive exposure to the same advertisement (column 13, lines 45-47).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el's system to include transmitting said image content via download distribution, when transmitting via download distribution, requesting an advertisement image providing apparatus, having said advertisement image, to distribute said advertisement image to said image content reproducing apparatus and sending said advertisement inserting condition to said advertisement image providing apparatus by said image content reproducing apparatus, transmitting said advertisement image selected by stream distribution via the network to said image content producing apparatus, restarting stream distribution of said image content from said image content providing apparatus to said image content reproducing apparatus when the distribution of the advertisement image finishes, as taught in combination with Srinivasan, for the typical benefit of providing traditional advertisement slots for broadcast commercials within a requested video stream while providing the viewer with more options and flexibility on how to receive and view their desired content.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Srinivasan's system to include selecting an advertisement based upon a maximum number of distribution times, as

taught in combination with Zigmond, for the typical benefit of preventing viewers from being frustrated through excessive exposure to the same advertisement.

As to claim 3, Bar-el, Srinivasan and Zigmond disclose wherein the position of said image content for inserting said advertisement image is detected based on advertisement inserting condition data having an advertisement image inserting position condition for designating the position of inserting said advertisement image and an advertisement image selecting condition for designating a category of said advertisement image capable of being inserted to said image content (column 14, lines 14-21 and column 11, lines 14-19).

As to claim 4, Bar-el, Srinivasan and Zigmond disclose wherein said advertisement inserting condition data includes an advertisement image reproducing condition for designating a maximum period of time for reproducing said advertisement image when said advertisement image is inserted to said image content (page 14, lines 14-21).

As to claim 5, Bar-el, Srinivasan and Zigmond disclose wherein when said advertisement image is requested to distribute at said image content providing apparatus, said advertisement inserting condition data is transmitted to said advertisement image providing apparatus (page 11, lines 9-19) and when said advertisement image is selected at said advertisement image providing apparatus, said

advertisement image is selected based on said advertisement inserting condition data (page 11, lines 9-19).

As to claim 6, Bar-el, Srinivasan and Zigmond disclose wherein when said image content is requested to distribute at said image content reproducing apparatus, viewer information of a viewer for utilizing said image content is transmitted to said image content providing apparatus (page 10, lines 3-20).

As to claim 7, Bar-el, Srinivasan and Zigmond disclose wherein when said advertisement image is requested to distribute at said image content providing apparatus, said viewer information is transmitted to said advertisement image providing apparatus (page 11, lines 6-19) and when said advertisement image is selected at said advertisement image providing apparatus, said advertisement image is selected based on said viewer information (page 11, lines 6-19).

As to claim 8, Bar-el, Srinivasan and Zigmond disclose wherein said image content providing apparatus comprises:

- a main image content distributing apparatus (Fig. 1-2); and
- a plurality of deputy image content distributing apparatus (page 7, lines 13-19);

wherein said main image content distributing apparatus selects one of the deputy image content distributing apparatus from said plurality of deputy image content distributing apparatus by a request of distributing said image content from said image

content reproducing apparatus and said selected deputy image content distributing apparatus distributes said image content to said image content reproducing apparatus (plurality of intermediate routers and nodes present in an Internet distribution system; page 7, lines 13-19 and page 10, line 23-page 11, line 5).

As to claim 9, Bar-el, Srinivasan and Zigmond disclose wherein said image content providing apparatus comprises:

- a main image content distributing apparatus (Fig. 1-2); and
- a plurality of image content distribution splitter nodes (page 7, lines 13-19).;

wherein when said main image content distributing apparatus is requested to distribute said image content, said main image content distributing apparatus selects said image content distribution splitter node and distributes said image content to said image content distribution splitter node and said image content is distributed from said image content distribution splitter node to said image content reproducing apparatus (plurality of intermediate routers and nodes present in an Internet distribution system; page 7, lines 13-19 and page 10, line 23-page 11, line 5).

As to claim 18, while Bar-el discloses image content providing system (page 7, lines 2-19), comprising:

- an image content providing apparatus having an image content and having a function of providing said image content via a network by stream distribution (Fig. 1; page 8, lines 4-18);

an advertisement image providing apparatus having an advertisement image to be inserted to said image content and having a function of providing said advertisement image via the network stream distribution to said image content providing apparatus (page 12, lines 3-9 and page 14, line 22-page 15, line 5) based on at least an advertisement inserting condition (page 14, line 14-page 15, line 5);

an image content reproducing apparatus having a function of reproducing said image content and said advertisement image received from said image content providing apparatus (page 8, lines 15-18);

wherein said image content providing apparatus has a function of inserting the advertisement image transmitted via stream distribution from said advertisement image providing apparatus at the position in said image content (page 14, line 24-page 16, line 21) and providing via stream distribution said image content and said advertisement image to said image content reproducing apparatus (Fig. 1-2; page 7, line 11-page 8, line 18), he fails to specifically disclose restarting stream distribution of said image content from said image content providing apparatus to said image content reproducing apparatus when the distribution of the advertisement image finishes and a maximum number of distribution times.

In an analogous art, Srinivasan discloses a VOD system (paragraph 202) where a user will request a video (paragraph 202) and the system will stream the video to the user (paragraphs 202-204), insert advertisement images at the appropriate position (paragraphs 202-204) and then restart stream distribution of the video when the ad is finished (starting and stopping of ad and video streams; paragraph 204) for the typical

benefit of providing traditional advertisement slots for broadcast commercials within a requested video stream (paragraphs 198-202 and paragraph 44 and 85).

Additionally, in an analogous art, Zigmond discloses a system for providing content and advertisements (column 4, lines 15-24) which utilizes advertisements which are provided to viewers up to a maximum number of times (column 13, lines 40-47) for the typical benefit of preventing viewers from being frustrated through excessive exposure to the same advertisement (column 13, lines 45-47).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el's system to include restarting distribution of said image content from said image content providing apparatus to said image content reproducing apparatus when the distribution of the advertisement image finishes, as taught in combination with Srinivasan, for the typical benefit of providing traditional advertisement slots for broadcast commercials within a requested video stream.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Srinivasan's system to include a maximum number of distribution times, as taught in combination with Zigmond, for the typical benefit of preventing viewers from being frustrated through excessive exposure to the same advertisement.

As to claims 32 and 34, Bar-el, Srinivasan and Zigmond disclose wherein said image content is a moving picture (page 8, lines 11-18).

As to claim 36, while Bar-el discloses an image providing method of providing an image from an image program providing apparatus to an image program reproducing apparatus (page 7, lines 2-19), said image providing method comprising the steps of:

requesting, via the network by stream distribution, distribution of said image from said image program reproducing apparatus to said image content program providing apparatus (page 7, lines 20-22);

transmitting, via the network by stream distribution, said image to said image program reproducing apparatus (Fig. 1; page 8, lines 4-18) and during transmission detecting a position of inserting an advertisement image in said image at said image program providing apparatus (page 14, line 14-page 15, line 5);

requesting an advertisement image providing apparatus having said advertisement image to distribute said advertisement image to said image program providing apparatus (page 12, lines 3-9 and page 14, line 22-page 15, line 5) and providing advertisement inserting condition to said advertisement image providing apparatus (page 11, line 14-page 14, line 21);

selecting said advertisement image to be inserted into said image based on at least the advertisement inserting condition received (page 11, line 14-page 14) and transmitting thereof by stream distribution to said image program providing apparatus at said advertisement image providing apparatus (page 12, lines 3-9 and page 14, line 22-page 15, line 5);

inserting said advertisement image transmitted to said image program providing apparatus at the position of inserting said advertisement image into said image (page 14, line 24-page 16, line 21); and

distributing, via the network by stream distribution, the advertisement image, wherein the image program providing apparatus instructs a plurality of deputy image program providing apparatuses to distribute the image with the inserted advertisement image to said program reproducing apparatus (plurality of intermediate routers and nodes present in an Internet distribution system; page 7, lines 13-19 and page 10, line 23-page 11, line 5), he fails to specifically disclose transmitting the selected advertisement via the network to said image program providing apparatus, restarting stream distribution of said image content from said image content providing apparatus to said image content reproducing apparatus when the distribution of the advertisement image finishes and a maximum number of distribution times.

In an analogous art, Srinivasan discloses a VOD system (paragraph 202) where a user will request a video (paragraph 202) and the system will stream the video to the user (paragraphs 202-204), insert advertisement images at the appropriate position (paragraphs 202-204) by transmitting the selected advertisement via network to the image program providing apparatus (video/ad servers are separate Internet servers; paragraph 204) and then restart stream distribution of the video when the ad is finished (starting and stopping of ad and video streams; paragraph 204) for the typical benefit of providing traditional advertisement slots for broadcast commercials within a requested video stream (paragraphs 198-202 and paragraph 44 and 85).

Additionally, in an analogous art, Zigmond discloses a system for providing content and advertisements (column 4, lines 15-24) which utilizes advertisements which are provided to viewers up to a maximum number of times (column 13, lines 40-47) for the typical benefit of preventing viewers from being frustrated through excessive exposure to the same advertisement (column 13, lines 45-47).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el's system to include transmitting the selected advertisement via the network to said image program providing apparatus, restarting distribution of said image content from said image content providing apparatus to said image content reproducing apparatus when the distribution of the advertisement image finishes, as taught in combination with Srinivasan, for the typical benefit of providing traditional advertisement slots for broadcast commercials within a requested video stream.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Srinivasan's system to include a maximum number of distribution times, as taught in combination with Zigmond, for the typical benefit of preventing viewers from being frustrated through excessive exposure to the same advertisement.

As to claims 33 and 35, while Bar-el, Srinivasan and Zigmond disclose wherein said image content is video, they fail to specifically disclose wherein said video content is one of a movie, a drama and an animation.

The examiner takes Official Notice that it was notoriously well known in the art at the time of invention to provide movies, dramas and an animation, which were all well known and popular forms of video, for the typical benefit of providing viewers with the respective form of video content, such as a movie, drama or animation, that they desire.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el, Srinivasan and Zigmond's system to include wherein said video content is one of a movie, a drama and an animation for the typical benefit of providing viewers with the respective form of video content, such as a movie, drama or animation, that they desire, in an interactive video distribution system.

As to claim 2, while Bar-el, Srinivasan and Zigmond disclose wherein when said image content is requested to distribute at said image content reproducing apparatus, said image content is selected and requested to distribute based on information for viewing said distributable image contents to be transmitted from said image content providing apparatus (page 7, line 20), they fail to specifically disclose a title list.

The examiner takes Official Notice that it was notoriously well known in the art at the time of invention to provide a title list, listing the available videos for selection, for the typical benefit of providing a well known user friendly means for viewers easily identify and select a desired video.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el, Srinivasan and Zigmond's system to include a

title list for the typical benefit of providing a well known user friendly means for viewers easily identify and select a desired video.

As to claim 20, while Bar-el discloses an image content providing apparatus for providing an image content via a network (Fig. 1; page 8, lines 4-18), said image content providing apparatus comprising:

an image content database for storing said image content (Fig. 2; page 11, lines 20-23);

image providing means having a function of receiving an advertisement image by stream distribution based on at least an advertisement inserting condition (page 12, lines 3-9 and page 14, line 22-page 15, line 5), inserting the advertisement image at a position in said image content of said image database (page 14, line 24-page 16, line 21) and distributing thereof via the network by stream distribution (Fig. 1-2; page 7, line 11-page 8, line 18), and

list forming means having a function of forming information of viewing said image content stored to said image content database and providing said title list (means for user selection of an available video; page 11, lines 20-21), he fails to specifically disclose a title list, restarting stream distribution of said image content from said image content providing apparatus to said image content reproducing apparatus when the distribution of the advertisement image finishes and a maximum number of distribution times and receiving the selected advertisement via the network at said image providing means.

The examiner takes Official Notice that it was notoriously well known in the art at the time of invention to provide a title list, listing the available videos for selection, for the typical benefit of providing a well known user friendly means for viewers easily identify and select a desired video.

In an analogous art, Srinivasan discloses a VOD system (paragraph 202) where a user will request a video (paragraph 202) and the system will stream the video to the user (paragraphs 202-204), transmit the selected advertisement via network to the image program providing apparatus (video/ad servers are separate Internet servers; paragraph 204), insert advertisement images at the appropriate position (paragraphs 202-204) and then restart stream distribution of the video when the ad is finished (starting and stopping of ad and video streams; paragraph 204) for the typical benefit of providing traditional advertisement slots for broadcast commercials within a requested video stream (paragraphs 198-202 and paragraph 44 and 85).

Additionally, in an analogous art, Zigmond discloses a system for providing content and advertisements (column 4, lines 15-24) which utilizes advertisements which are provided to viewers up to a maximum number of times (column 13, lines 40-47) for the typical benefit of preventing viewers from being frustrated through excessive exposure to the same advertisement (column 13, lines 45-47).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el's system to include a title list for the typical benefit of providing a well known user friendly means for viewers easily identify and select a desired video.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el's system to include transmitting the selected advertisement via network to the image providing means, restarting distribution of said image content from said image content providing apparatus to said image content reproducing apparatus when the distribution of the advertisement image finishes, as taught in combination with Srinivasan, for the typical benefit of providing traditional advertisement slots for broadcast commercials within a requested video stream.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Srinivasan's system to include a maximum number of distribution times, as taught in combination with Zigmond, for the typical benefit of preventing viewers from being frustrated through excessive exposure to the same advertisement.

As to claim 28, while Bar-el discloses a program storage medium stored with an image content providing program which is a program storage medium stored with an image content providing program for providing an image content (Fig. 2; page 11, lines 20-23), said program storage medium comprising:

image providing means having a function of receiving an advertisement image via stream distribution based on at least an advertisement inserting condition (page 12, line 3-page 15, line 5), inserting the advertisement image at a position in said image content of said image database (page 14, line 24-page 16, line 21) and distributing of

the advertisement image via a network by stream distribution (Fig. 1-2; page 7, line 11- page 8, line 18),

means having a function of forming information of viewing said image content stored to said image content database and providing said title list (means for user selection of an available video; page 11, lines 20-21), he fails to specifically disclose a title list, restarting stream distribution of said image content from said image content providing apparatus to said image content reproducing apparatus when the distribution of the advertisement image finishes and a maximum number of distribution times and receiving the selected advertisement via the network at said image providing means.

The examiner takes Official Notice that it was notoriously well known in the art at the time of invention to provide a title list, listing the available videos for selection, for the typical benefit of providing a well known user friendly means for viewers easily identify and select a desired video.

In an analogous art, Srinivasan discloses a VOD system (paragraph 202) where a user will request a video (paragraph 202) and the system will stream the video to the user (paragraphs 202-204), transmit the selected advertisement via network to the image program providing apparatus (video/ad servers are separate Internet servers; paragraph 204), insert advertisement images at the appropriate position (paragraphs 202-204) and then restart stream distribution of the video when the ad is finished (starting and stopping of ad and video streams; paragraph 204) for the typical benefit of providing traditional advertisement slots for broadcast commercials within a requested video stream (paragraphs 198-202 and paragraph 44 and 85).

Additionally, in an analogous art, Zigmond discloses a system for providing content and advertisements (column 4, lines 15-24) which utilizes advertisements which are provided to viewers up to a maximum number of times (column 13, lines 40-47) for the typical benefit of preventing viewers from being frustrated through excessive exposure to the same advertisement (column 13, lines 45-47).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el's system to include a title list for the typical benefit of providing a well known user friendly means for viewers easily identify and select a desired video.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el's system to include restarting distribution of said image content from said image content providing apparatus to said image content reproducing apparatus when the distribution of the advertisement image finishes and transmitting the selected advertisement via network to the image program providing apparatus, as taught in combination with Srinivasan, for the typical benefit of providing traditional advertisement slots for broadcast commercials within a requested video stream.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Srinivasan's system to include a maximum number of distribution times, as taught in combination with Zigmond, for the typical benefit of preventing viewers from being frustrated through excessive exposure to the same advertisement.

As to claim 12, Bar-el, Srinivasan and Zigmond disclose wherein the position of said image content for inserting said advertisement image is detected at said image content reproducing apparatus based on advertisement inserting condition data having an advertisement image inserting position condition for designating the position of inserting said advertisement image and an advertisement image selecting condition for designating a category of said advertisement image capable of being inserted to said image content (column 14, lines 14-21 and column 11, lines 14-19).

As to claim 13, Bar-el, Srinivasan and Zigmond disclose wherein said advertisement inserting condition data includes an advertisement image reproducing condition for designating a maximum period of time for reproducing said advertisement image when said advertisement image is inserted to said image content (page 14, lines 14-21).

As to claim 14, Bar-el, Srinivasan and Zigmond disclose wherein when said advertisement image is requested to distribute at said image content providing apparatus, said advertisement inserting condition data is transmitted to said advertisement image providing apparatus (page 11, lines 9-19) and when said advertisement image is selected at said advertisement image providing apparatus, said advertisement image is selected based on said advertisement inserting condition data (page 11, lines 9-19).

As to claim 15, Bar-el, Srinivasan and Zigmond disclose wherein when said advertisement image is requested to distribute at said image content providing apparatus, said viewer information is transmitted to said advertisement image providing apparatus (page 11, lines 6-19) and when said advertisement image is selected at said advertisement image providing apparatus, said advertisement image is selected based on said viewer information (page 11, lines 6-19).

As to claim 11, while Bar-el, Srinivasan and Zigmond disclose wherein when said image content is requested to distribute at said image content reproducing apparatus, said image content is selected and requested to distribute based on information for viewing said distributable image contents to be transmitted from said image content providing apparatus (page 7, line 20), they fail to specifically disclose a title list.

The examiner takes Official Notice that it was notoriously well known in the art at the time of invention to provide a title list, listing the available videos for selection, for the typical benefit of providing a well known user friendly means for viewers easily identify and select a desired video.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el, Srinivasan and Zigmond's system to include a title list for the typical benefit of providing a well known user friendly means for viewers easily identify and select a desired video.

As to claim 16, Bar-el, Srinivasan and Zigmond disclose wherein said image content is provided by said image content providing apparatus by subjecting said image content to download distribution to said image content reproducing apparatus (see Srinivasan at paragraph 236).

As to claims 19, 22 and 30, see the rejection of claim 10 above.

As to claim 37, see the rejection of claim 10 and 16 above.

As to claims 21 and 29, while Bar-el discloses an advertisement image providing apparatus having an advertisement image and providing said advertisement image (Fig. 2; page 11, lines 20-23), said advertisement image providing apparatus comprising:

an advertisement image database for storing said advertisement image (page 11);

advertisement image selecting means for receiving by stream distribution selection information from an image content providing apparatus and via the Internet from an image reproducing apparatus (page 1, Fig. 1) and for selecting said advertisement image to be provided from said advertisement image database based upon said selection information (page 11 and 14);

advertisement image providing means having a function of providing by stream distribution said advertisement image selected by said advertisement image selecting means (Fig. 1-2; page 11 and 14) and generating an advertisement providing log which

is history information when said advertisement image is selected (page 9, lines 10-18 and page 11, lines 14-19);

an advertisement providing log database for storing said advertisement providing log (page 9, lines 10-18 and page 11, lines 14-19); and

advertisement database registering means for attaching an advertisement identifier to said advertisement image and storing said advertisement image to said advertisement image database (page 12, lines 3-9), he fails to specifically disclose a maximum number of distribution times and receiving the advertisement selection via the Internet and transmitting the advertisement via the Internet.

In an analogous art, Srinivasan discloses a VOD system (paragraph 202) where a user will request a video (paragraph 202) and the system will stream the video to the user (paragraphs 202-204), transmit selection information to the advertisement server via the Internet (paragraph 202-204), transmit the selected advertisement via the Internet to the image program providing apparatus (video/ad servers are separate Internet servers; paragraph 204) and insert advertisement images at the appropriate position (paragraphs 202-204) for the typical benefit of providing allowing multiple systems and servers to operate together to provide the video and advertising services (paragraphs 198-204).

Additionally, in an analogous art, Zigmond discloses a system for providing content and advertisements (column 4, lines 15-24) which utilizes advertisements which are provided to viewers up to a maximum number of times (column 13, lines 40-47) for

the typical benefit of preventing viewers from being frustrated through excessive exposure to the same advertisement (column 13, lines 45-47).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el's system to include receiving the advertisement selection via the Internet and transmitting the advertisement via the Internet, as taught in combination with Srinivasan, for the typical benefit of providing allowing multiple systems and servers to operate together to provide the video and advertising services.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el and Srinivasan's system to include a maximum number of distribution times, as taught in combination with Zigmond, for the typical benefit of preventing viewers from being frustrated through excessive exposure to the same advertisement.

5. Claim 17 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bar-el, Srinivasan and Zigmond and further in view of Hite.

As to claim 17, while Bar-el, Srinivasan and Zigmond disclose transmitting and storing the image content to the image content reproducing apparatus prior to reproduction (see Srinivasan at paragraph 236), they fail to specifically disclose wherein said image content is provided by said image content providing means by transmitting an information recording medium recorded with said image content to said image content reproducing apparatus.

In an analogous art, Hite discloses system for providing image content and advertisement images (column 7) where the content is provided by transmitting an information recording medium recorded with said content to said image content reproducing apparatus (column 9, lines 15-42) for the typical benefit of providing viewers with additional means to receive programming, which would reduce system bandwidth and could be provided during times that the transmission network is malfunctioning.

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Bar-el, Srinivasan and Zigmond's system to include wherein said image content is provided by said image content providing means by transmitting an information recording medium recorded with said image content to said image content reproducing apparatus, as taught in combination with Hite, for the typical benefit of providing viewers with additional means to receive programming, which would reduce system bandwidth and could be provided during times that the transmission network is malfunctioning.

### ***Conclusion***

6. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not

mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to JAMES SHELEHEDA whose telephone number is (571)272-7357. The examiner can normally be reached on Monday - Friday, 9:00AM - 5:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Kelley can be reached on (571) 272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Application/Control Number:  
09/878,581  
Art Unit: 2424

Page 29

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